RJReynolds

Tobacco Company

A

VIA E-MAIL

T. W. Trader (Tom)
Director - Trade Relations

Winston-Salem, NC 27102
910-741-6956

October 28, 1997

Mr. J. W. Best
Mr. P. J. Cundari
Mr. R. M. Sanders
Mr. D. L. Wilmesher

RE: REVISIONS - 1998 TRD PLANS

Attached are the revisions based on our meeting yesterday as it relates to the following:

- Customer Entertainment Strategy - change to Top 150 National Retail Accounts and Top 100 National Wholesale Accounts across the board after discussions with B. Stockdale. This gives greater flexibility than previous guidelines, along with the authority to make exceptions in every category based on business issues/opportunities.

- 1998 Customer Entertainment Schedule - Revisions to reflect potential Anheuser-Busch co-sponsorship and the addition of one (1) NASCAR Racing School.

- RJR Top-to-Top History - Revisions to reflect the addition of Dillons meeting not previously shown. As discussed, your sales area golf outing could be utilized for a potential top-to-top meeting next year.

Please use this information as you see fit in securing a customer wish list by event, along with a proposed target list for top-to-top meetings and chain specific entertainment from your RSMs. In addition, you should secure input from the AE's on top-to-top meetings and chain specific entertainment which was not previously requested.

As information, the target date for securing your input has been changed from 11/14/97 to 11/21/97, to allow field sales management an extra week to respond. Please contact my office if you have any questions or need additional information.

T. W. Trader

TWT:cg
Attachments
cc: Mr. B. K. Stockdale

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Will not work

P.S. For planning purposes, we have scheduled a meeting on 11/21/97 with you, J. Maguire, and B. Stockdale to discuss/resolve our direction in 1998. Top-to-Top meetings could also be part of that discussion.

Source: https://www.industrydocuments.ucsf.edu/docs/gtcp0000